

REMARKS/ARGUMENTS

Claims 1 and 3-32 were pending in this application when last examined by the Examiner. Claims 1, 23, and 32 have been amended. Claim 33-37 has been added. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. In view of the above amendments and remarks that follow, reconsideration and an early indication of allowance of the now-pending claims 1 and 3-37 are respectfully requested.

As an initial matter, Applicant is filing herewith a Petition to reset the response deadline to be the date of the filing of this Amendment. The Petition is necessary because the Advisory Action was mailed after the statutory deadline for filing a response to the final Office action. The Examiner has reassured the Applicant, however, that the application would not be considered abandoned as the delay was not Applicant's fault.

In the final Office action, the Examiner rejected claim 32 under 35 U.S.C. 112, first paragraph, for failing to comply with the written description requirement. Applicant respectfully traversed this rejection in the response to the final Office action dated March 4, 2008. As the Advisory action dated July 2, 2008, does not indicate that the rejection under 35 U.S.C. 112, first paragraph, is maintained, Applicant assumes that this rejection has been withdrawn.

Claims 1 and 3-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Valdez, Jr. (U.S. Patent No. 6,426,778) in view of Park et al. (U.S. Patent No. 6,460,180) and further in view of Pearson et al. (U.S. Pub. No. 2002/0162117). Claim 32 is rejected under 35 U.S.C. 103(a) as being unpatentable over Valdez, Park, and Pearson and further in view of Official Notice. Applicant respectfully traverses these rejections.

Valdez discloses an editing system that includes a graphical user interface that allows a user to play certain interactive components during the editing phase by interacting with icons associated with the interactive components. (See, column 17, lines 57-64). A person of skill in the art would understand that these interactions are for testing or simulation purposes. Nothing in Valdez teaches or suggests that "the representation of a particular one of the interactive components on the monitor is actuated via the graphical user interface, wherein in response to

Appln No. 09/899,827
Amdt date July 31, 2008
Reply to Office action of November 1, 2007

the actuating, the server transmits to the remote clients one or more of the messages that triggers display of the particular one of the interactive components on the remote clients during the interactive event." (Emphasis added).

The Examiner relies on the disclosure of column 19, lines 31-42 and column 20, lines 49-53, to contend that Valdez discloses a server transmitting messages. These sections of Valdez disclose an editing system that adds events (e.g. triggers) to a timeline to ultimately cause display of different interactive events according to the added triggers. Any message that may be generated during the action of adding triggers is not transmitted "to the remote clients" "in response to the actuating" of the "representation of a particular one of the interactive components on the monitor" that is "coupled to the server."

Park fails to make up for the deficiencies in Valdez. Park discloses that triggers are broadcast to identify resources and indicate how the information from the resource should display. (See, Abstract). A particular trigger may, for example, cause web content to be displayed on a screen of the receiver unit along with the television video. (Col. 3, lines 44-47). In one embodiment, an icon for an enhancement afforded by a trigger appears on the screen of the receiver unit. The associated enhancement is displayed only if the viewer selects the icon. (Col. 4, lines 30-36). Park also discloses "auto triggers" that cause enhancements to be displayed automatically without the user having to select an icon or take other action. (Col. 4, lines 36-39).

Even if Park's teaching of broadcasting triggers with a television video where applied to Valdez' system, it would not affect Valdez' editing system. That is, nothing in Valdez or Park suggests that Parks' triggers be transmitted in response to the interactions with the interactive components during the editing phase. In fact, doing so would render Valdez system unfit for its intended purpose because a user would not be able to confidently interact with the interactive components during the editing phase if, "in response to the actuating, the server transmits to the remote clients one or more messages that triggers display of the particular one of the interactive components on the remote clients during the interactive event." Accordingly, claim 1 is now in condition for allowance.

Independent claim 23 includes limitations that are similar to the limitations of claim 1 which make claim 1 allowable. Accordingly, claim 23 is also in condition for allowance.

Claims 3-22 and 24-32 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain. Specifically with respect to claim 31, this claim adds the additional limitation that "the messages are transmitted over a data communications network, and the broadcast event is broadcast over a television broadcast medium." Claim 32 now depends on claim 31, and it further adds the limitation that "the one or more messages are transmitted separately from the client files including the particular one of the interactive components separately from the client files including the particular one of the interactive components."

The Examiner relies on the disclosure in column 2, lines 24-47, to contend that Valdez teaches that "messages are transmitted over a data communications network." This disclosure of Valdez, however, is directed to markup language documents that are transmitted over the Internet and viewed via a web browser. Such documents are not "messages" as specified in claim 1, from which claim 31 depends. Accordingly, claims 31 and 32 are also in condition for allowance for their added limitations.

Claims 33-37 are new in this application. Claim 35 is a new independent method claim that includes limitations similar to the limitations of claim 1 which make claim 1 allowable. Accordingly, claim 35 is in condition for allowance.

Claims 33-34 and 36-37 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain. Specifically with respect to claim 33, this claim adds the requirement that "the one or more of the messages are created and transmitted on the fly during the broadcast event." Claim 36 also includes a similar limitation. None of the cited references teach or suggest these limitations. Accordingly, claims 33 and 36 are also in condition for allowance for these added limitations.

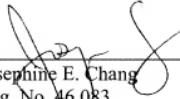
Claim 34 adds the requirement that "the content creator creates a new graphical user interface for each new episode of the broadcast event." Claim 37 also includes a similar

**Appln No. 09/899,827
Amdt date July 31, 2008
Reply to Office action of November 1, 2007**

limitation. None of the cited references teach or suggest these limitations. Accordingly, claim 34 and 37 are also in condition for allowance for these added limitations.

In view of the above amendments and remarks, reconsideration and an early indication of allowance of the now-pending claims 1 and 3-37 are respectfully requested.

Respectfully submitted,
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